CONTRACT

WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision	Alt Order #
572215 /	09780768

Product
BALDWIN FOR SENATE

Contract Dates	Estimate #
10/09/12 - 10/15/12	

Advertiser	Original Date / Revision
Baldwin/D/Senate	08/30/12 / 08/31/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash

Station	Account Executive	Sales Office
WITI	Trevor Heaton	Washington DC

Special Handling

Demographic
Adults 35+

IDB#	Advertiser Code	Product Code
	NW80	

Agency Ref	Advertiser Ref

And:

Shorr & Associates
1831 Chestnut Street
Suite 602
Philadelphia, PA 19103

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Totals Amount
N 1	6	10/09/12	10/15/12	M-F 5a-530a	5a-530a		:30			NM	5	$1,675.00
Week:		Start Date 10/09/12	End Date 10/15/12	Weekdays MTWTF--	Spots/Week 5	Rate $335.00						
N 2	6	10/09/12	10/15/12	M-F 530a-6a	530a-6a		:30			NM	5	$2,075.00
Week:		Start Date 10/09/12	End Date 10/15/12	Weekdays MTWTF--	Spots/Week 5	Rate $415.00						
N 3	6	10/09/12	10/15/12	M-F 6a-7a	6a-7a		:30			NM	10	$5,850.00
Week:		Start Date 10/09/12	End Date 10/15/12	Weekdays MTWTF--	Spots/Week 10	Rate $585.00						
N 4	6	10/09/12	10/15/12	M-F 7a-8a	7a-8a		:30			NM	10	$6,350.00
Week:		Start Date 10/09/12	End Date 10/15/12	Weekdays MTWTF--	Spots/Week 10	Rate $635.00						
N 5	6	10/09/12	10/15/12	M-F 8a-9a	8a-9a		:30			NM	10	$5,650.00
Week:		Start Date 10/09/12	End Date 10/15/12	Weekdays MTWTF--	Spots/Week 10	Rate $565.00						
N 6	6	10/09/12	10/15/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	5	$1,500.00
Week:		Start Date 10/09/12	End Date 10/15/12	Weekdays MTWTF--	Spots/Week 5	Rate $300.00						
N 7	6	10/09/12	10/15/12	M-F 9a-10a	9a-10a		:30			NM	5	$1,675.00
Week:		Start Date 10/09/12	End Date 10/15/12	Weekdays MTWTF--	Spots/Week 5	Rate $335.00						
N 8	6	10/09/12	10/15/12	M-F 4p-430p	4p-430p		:30			NM	5	$1,575.00
Week:		Start Date 10/09/12	End Date 10/15/12	Weekdays MTWTF--	Spots/Week 5	Rate $315.00						
N 9	6	10/09/12	10/15/12	M-F 430p-5p	430p-5p		:30			NM	5	$1,925.00
Week:		Start Date 10/09/12	End Date 10/15/12	Weekdays MTWTF--	Spots/Week 5	Rate $385.00						
N 10	6	10/13/12	10/13/12	Sa 6p News	6-630p		:30			NM	1	$435.00
Week:		Start Date 10/08/12	End Date 10/14/12	Weekdays -----S-	Spots/Week 1	Rate $435.00						
N 11	6	10/14/12	10/14/12	Su 530-6p News	530-6p		:30			NM	1	$435.00
Week:		Start Date 10/08/12	End Date 10/14/12	Weekdays ------S	Spots/Week 1	Rate $435.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

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10/09/12 - 10/15/12	BALDWIN FOR SENATE	

Advertiser	Original Date / Revision
Baldwin/D/Senate	08/30/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Totals Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
N 12	6	10/14/12	10/14/12	Su 5p-530p News	5-530p		:30			NM	1	$435.00
Week:		10/08/12	10/14/12	------S	1	$435.00						
N 13	6	10/09/12	10/15/12	M-F 5p-530p	5p-530p		:30			NM	5	$2,500.00
Week:		10/09/12	10/15/12	MTWTF--	5	$500.00						
N 14	6	10/09/12	10/15/12	M-F 630p-7p	630p-7p		:30			NM	5	$2,825.00
Week:		10/09/12	10/15/12	MTWTF--	5	$565.00						
N 15	6	10/09/12	10/15/12	M-F 1035p-1105p	1035p-1105p		:30			NM	5	$2,175.00
Week:		10/09/12	10/15/12	MTWTF--	5	$435.00						
N 16	6	10/09/12	10/15/12	M-F 10p-1035p	10p-1035p		:30			NM	5	$6,000.00
Week:		10/09/12	10/15/12	MTWTF--	5	$1,200.00						
N 17	6	10/13/12	10/13/12	Sa 8a-9a	8a-9a		:30			NM	1	$315.00
Week:		10/08/12	10/14/12	-----S-	1	$315.00						
N 18	6	10/14/12	10/14/12	Su 8a-9a	8a-9a		:30			NM	1	$335.00
Week:		10/08/12	10/14/12	------S	1	$335.00						
									Totals		85	$43,730.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/15/12	85	$43,730.00	$37,170.50
Totals	85	$43,730.00	$37,170.50

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☑ FEDERAL CANDIDATE ☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
WITI-TV	10/8/12

I, Shorr Johnson Magnus,

being/on behalf of: Tammy Baldwin, a legally

qualified candidate of the Democratic political

party for the office of: US Senate

in the General

election to be held on: Nov 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
10/9/12 – 10/15/12					

Total Charges: $2,143.50

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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Tammy Baldwin for Senate

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

David Newby, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/25/12
Date

Signature

To Be Signed By Station Representative

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature | Printed Name | Title

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$37,1750 to order 572215

$24,973 to order 581786

CASH ONLY IF ALL *CheckLock*™ SECURITY FEATURES LISTED ON BACK INDICATE NO TAMPERING OR COPYING

SHORR JOHNSON MAGNUS
MEDIA ACCOUNT
1831 Chestnut Street, 6th Floor
Philadelphia, PA 19103
(215) 567-4080 FAX (215) 567-2106

FIRSTRUST SAVINGS BANK
3-7380/2360

4125

10/8/2012

PAY TO THE ORDER OF WITI-TV

$ **62,143.50

Sixty-Two Thousand One Hundred Forty-Three and 50/100**********

DOLLARS

▲ TAMPER RESISTANT TONER AREA ▲

WITI-TV

MEMO Baldwin

"004125" :236073801: 70 0909484"

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